

# ORDER



KSDK

<b>Orders</b>	<b>Order / Rev:</b>	721783	
	Alt Order #:	06369239	
	Product Desc:	AKIN FOR SENATE	
	Estimate:	2888	
	Flight Dates:	10/12/12 - 10/16/12	Primary AE:
	Original Date / Rev:	10/11/12 / 10/11/12	Sales Office:
	Order Type:	Political	Sales Region:
<b>Agency</b>	<b>Name:</b>	Strategic Media Placement LLC	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		3946 North Hampton Drive	Billing Cycle:
		Powell, OH 432065	Agency Commission:
<b>Advertiser</b>	<b>Name:</b>	Akin,T/R/Senate	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-US Senate	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/16/12	14	\$19,200.00	\$16,320.00		October 2012	14	\$19,200.00	\$16,320.00	0.00
					Totals		14	\$19,200.00	\$16,320.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Kristin Waskie Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/12/12	10/12/12	M-F NBC Today 7-9A	CM	7-9A		:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
				NBC Today 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		2	\$675.00			0.00					
E 2	KSDK	10/15/12	10/16/12	M-F NBC Today 7-9A	CM	7-9A		:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
				NBC Today 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2	\$825.00			0.00					
E 3	KSDK	10/15/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5p		:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2	\$825.00			0.00					
E 4	KSDK	10/12/12	10/12/12	M-F 6P News	CM	6-630P		:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
				News Channel 5 at 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$1,650.00			0.00					
E 5	KSDK	10/15/12	10/16/12	M-F 6P News	CM	6-630P		:30	2	\$2,025.00	P-2	0.00	NM	2	\$4,050.00
				News Channel 5 at 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2	\$2,025.00			0.00					
E 6	KSDK	10/12/12	10/12/12	630-7P Wheel	CM	630-7P		:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				630-7P Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$1,500.00			0.00					

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 Alt Order #: 06369239  
 Flight Dates: 10/12/12 - 10/16/12

Advertiser: Akin,T/R/Senate  
 Product Desc: AKIN FOR SENATE  
 Estimate: 2888

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KSDK	10/15/12	10/15/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12    10/21/12    M-----    1    \$1,950.00    0.00															
E 8	KSDK	10/15/12	10/15/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12    10/21/12    M-----    1    \$2,250.00    0.00															
E 9	KSDK	10/13/12	10/13/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12    10/14/12    -----S-    1    \$1,800.00    0.00															
E 10	KSDK	10/14/12	10/14/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12    10/14/12    -----S    1    \$1,350.00    0.00															

Totals 14 \$19,200.00